

PUBLIC REPORT BY PROMTPRESS

Channel audit

Surf Coffee®



@surfcoffeeru

Ask a question or give feedback: @surfcoffee_care_bot

SUBSCRIBERS

19 246

+447 per month

ERR (% SEE POSTS)

51.0%

last day 18.8%

REACH/POST

13.3K

ad reach 3.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 19 246 —	 SUBS REACH 68.85% avg % subs see post	 VIEWS/POST 13.3K median 13.7K · 26 days	 POSTS/WEEK 1.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 216.2 total 865 reactions, 585 reposts, 68 comments	 POST LENGTH 520 chars median 475 · 26 days	 POSTS ANALYZED 4 26 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH +447 last month	 CITATION RATE 43 citation index · 267 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 13.03.2022

AI EDITOR SUMMARY

Channel «Surf Coffee®» — 19 246 subs. Each post averages 13.3K people (69% of subs), wide reach for a channel this size. Publishes 1 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 26 days.
- 02 Dominant format — Photo (3/4 posts).
- 03 Avg post length — 520 chars (median 475).
- 04 Peak audience activity — Friday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (15.5K avg for top vs 11.3K for worst) — among 4 posts in 26 days. Analyze commonalities: topic, format, timing.

TOP 4 POSTS

Nº1 03.07 · 16:02 PHOTO Journey towards the sun continues, and our path lies in carefree childhood. There are flavors you recognize from the first sip. Cream soda...	VIEWS 18 973 REPOSTS 275	REACTIONS 199 ER 98.6%
Nº2 22.06 · 12:23 VIDEO Handwritten letters carry more than just text. Send bright summer postcards to friends in other cities across...	VIEWS 16 011 REPOSTS 128	REACTIONS 279 ER 83.2%
Nº3 20.06 · 14:12 PHOTO The festival is in full swing! This year Surf Coffee® is part of the themed food zone UNDERDOG FREAK SHOW at the Afisha Picnic festival. We...	VIEWS 11 458 REPOSTS 62	REACTIONS 214 ER 59.5%

Nº4 17.07 · 12:05 PHOTO TASTE SUMMER Blue Hawaii Roast team crafted four flavors, each with its own character: refreshing, rich, contrasting...	VIEWS	REACTIONS
	6 565	173
	REPOSTS 120	ER 34.1%

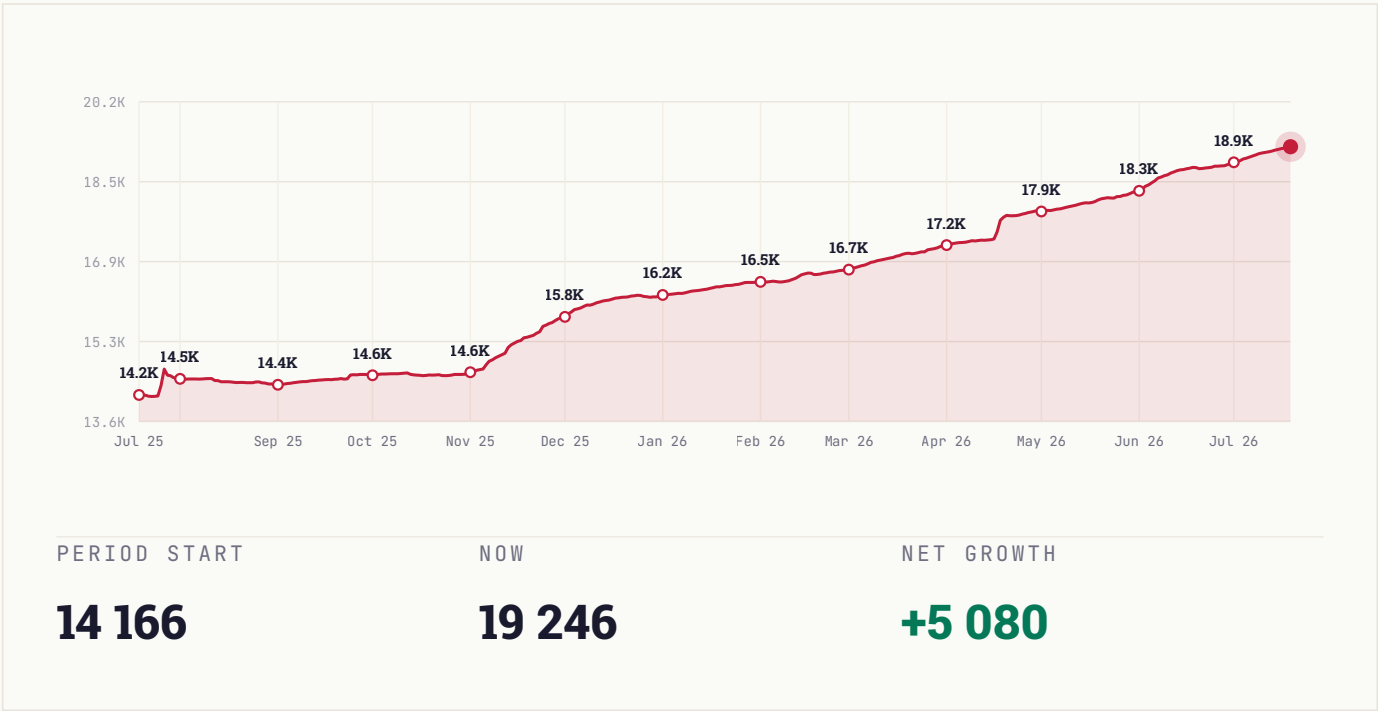
WORST 3

↓ 22.06 · 12:23 VIDEO Handwritten letters carry more than just text. Send bright summer postcards to friends in other cities across...	VIEWS	REACTIONS
	16 011	279
	REPOSTS 128	ER 83.2%
↓ 20.06 · 14:12 PHOTO The festival is in full swing! This year Surf Coffee® is part of the themed food zone UNDERDOG FREAK SHOW at the Afisha Picnic festival. We...	VIEWS	REACTIONS
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

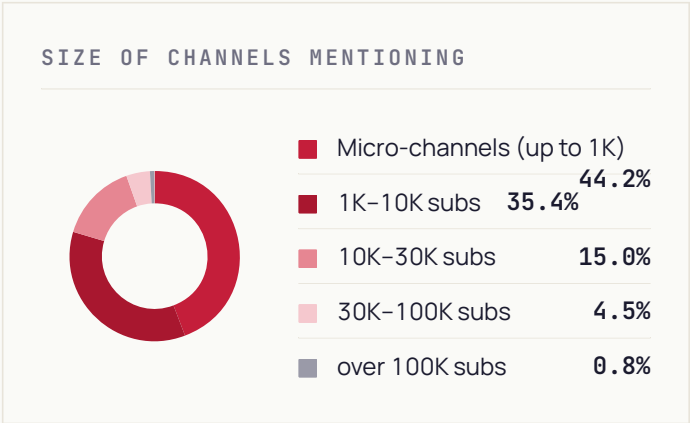
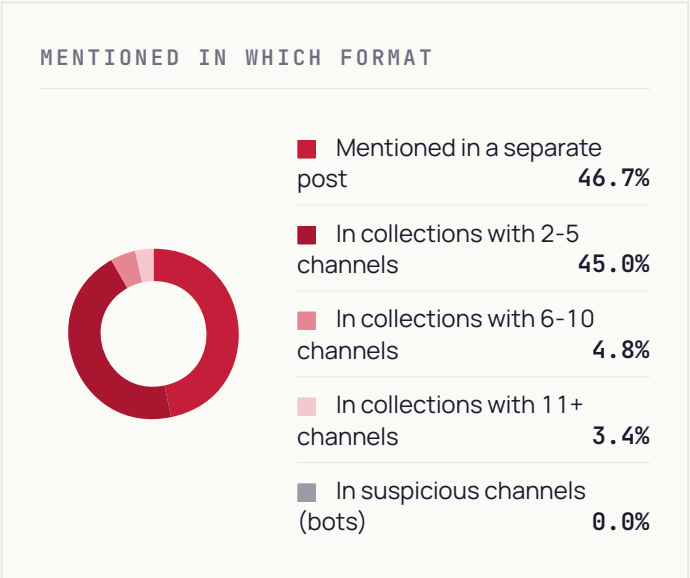
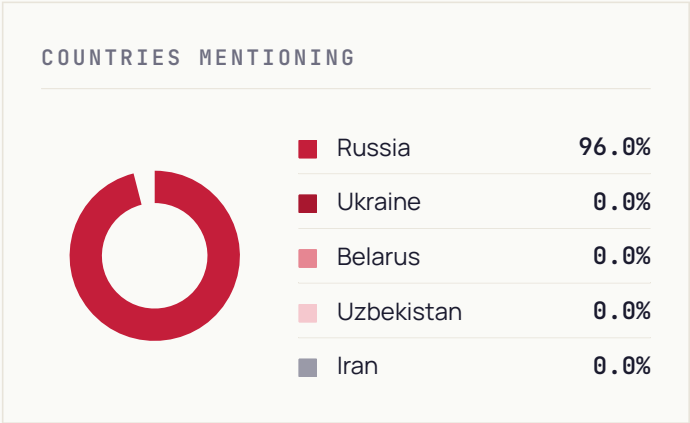
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

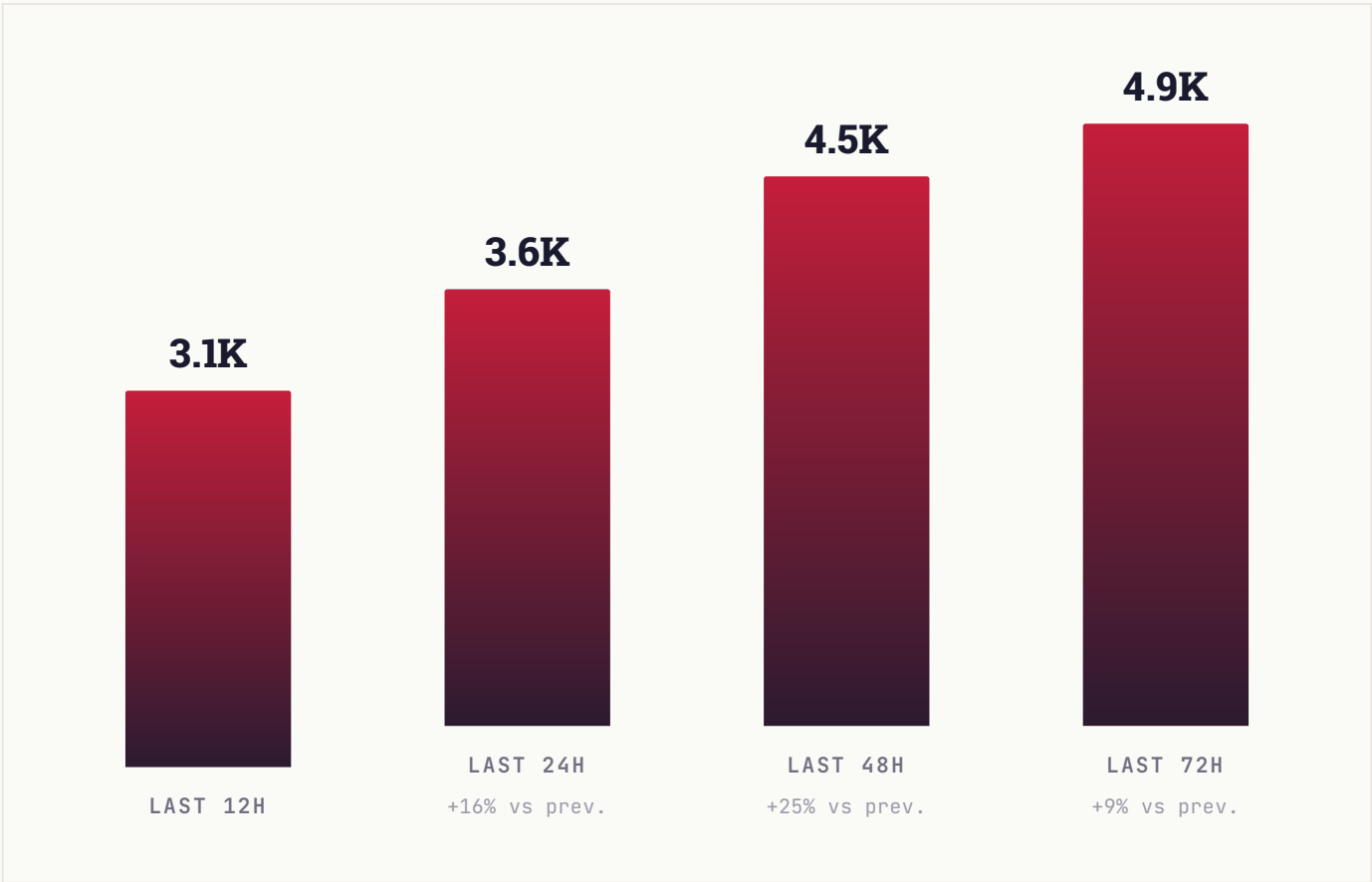
Citation index **43** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K one. All-time channel was mentioned **267** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
IT Iwin Token	3.3M
KR Cooking Recipes Salads 🍳👨🍳	997.5K
Fri Pyaterochka	772.7K
🍰M 🍰 Mom's Recipes 😊	679.3K
A Air Fryer Recipes	594.4K
Mon Simple Recipes	586.1K
KR Recipe book	557.9K
CN Kitchen inside out	532.9K
VI Tasty & cheap 🍪	486.4K
CI CHIZHIK	482.9K
SC Surf Coffee® YOU	19.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Iwin Token (3.3M), top-96 median: 224.1K. First goal — enter top-96 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **76**, they brought **2 317** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	6	5	296
December 2025	25	22	495
Nov 2025	31	25	1 138
Oct 2025	6	6	117
Sep 2025	4	4	235
August 2025	4	4	36

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
76	6	2 317

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Food & cooking» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01**Increase posting frequency**

Now 1.0 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Friday**

Most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post****03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth target in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager